

WEBSITE MISTAKES HOME BUILDERS CAN AVOID



With 95% of home buyers visiting your website before engaging in a conversation with you, it's never been more critical for home builders to have a website that represents their work - and that works!

Ten Common Mistakes:

- 1 Avoid using a personal email address that you don't check regularly to register your domain and web hosting.** Renewals are sent to the email address you register with, so if you miss the notice, your account can get suspended or your domain could be stolen.
- 2 Not keeping your website up to date.** This risk is especially high if you have your website built by a relative who doesn't support it after it's built.
- 3 Believing that if you build it, traffic will come.** Think of your website like a model home - you have to invest in marketing to get traffic to it.
- 4 Not reflecting the quality of your work in your website.** You put care and quality into the homes you build so make sure that quality is reflected in your website. The 2014 NAHB study confirms that buyers judge the quality of your work based on your website and quality is a deciding factor in their progressing to the conversation stage.
- 5 Not investing in quality color renderings or elevations of your featured floor plans.** These pieces are an important part of selling the new home dream.
- 6 Using bad photography.** Low resolution photos taken with your phone or amateur photos taken in poor lighting reflect badly on your work and will look terrible on your website.
- 7 Not including a call to action.** Tell people what you want them to do. "Click here to make an appointment." "Call today for a meeting." "Watch the video."
- 8 Not including a phone number.** When it comes to home sales, speed is everything. Make sure you give people a way to call you.
- 9 Not giving people a way to share their contact information with you.** New home buyers will provide their information if they're interested, so give them an easy way to do so. An online form is an effective option.
- 10 Creating social media pages on Twitter & Facebook and then never engaging or posting.** Your lack of responsiveness on social media can be interpreted as a potential lack of responsiveness during the building process.

Creating a new website or concerned about your existing site? **WE'RE HAPPY TO HELP.**

WE HELP HOME BUILDERS SELL MORE HOMES FASTER

SmartTouch® Interactive is a real estate marketing company that helps builders, developers and brokers sell homes faster by generating quality leads and nurturing those leads to sales readiness, all with a focus on accountable ROI.



500,000
Leads Generated



100,000
Leads Nurtured



\$1 BILLION+
In Real Estate Sales

Call Us **512.582.5900** Or Email smart@smarttouchinteractive.com

4833 Spicewood Springs Road, Suite 102, Austin, Texas 78759

www.SmartTouchInteractive.com